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A series of radio talks by W. R. M. Wharton, chief, eastern district, Food, Drug and Insecticide Administration, U. S. Department of Agriculture, delivered Tuesday mornings at 10 a.m. Eastern Standard Time through WJZ, New York and the following other stations associated with the National Broadcasting Company: KWK, St. Louis; WREN, Kansas City, KEAB, Lincoln; WRC, Washington; WBZA, Boston; KSTP, St. Paul; WSM, Nashville; WAPI, Birmingham, WJAX, Jacksonville; WPTF, Raleigh; WRVA, Richmond.

Well, my radio friends, we are piling up week after week, additional read-the-label information and the read-the-label army continues to grow. The interest of the public in this campaign is perfectly amazing. I have been telling you how to read food and drug labels for fifteen weeks now, and my read-the-label subject today is cheese.

I will not be able to cover this subject fully in this talk but the mimeographed sheets which can be had for the asking will give you a much fuller story and make you cheese experts. Write for them now. I wonder if my radio audience appreciates that the names of cheese mean many things. The name conveys information as to whether the cheese is a soft cheese or a hard cheese. It often, but not always, conveys to the purchaser information that the product has been made from whole milk, or from partially skimmed milk, or from skimmed milk, as the case may be. Moreover, the name frequently tells you whether the cheese is made from cow's milk, sheep's milk, or goat's milk. Then, again, if you know what it means, the name will convey to you information about the process by which the cheese has been made, and more important still, it will tell you the characteristics of shape, taste, and texture of the cheese, but before you can fully understand these meanings, you will have to learn about various varieties of cheese. First let me tell you what cheese is. Cheese consists principally of the curd and fat removed in a mass from milk which has been curdled either by scouring or by the action of rennet. There are various methods of separating the curd by draining or pressing, and there are various methods of ripening and curing, in which micro-organisms and enzymes play an important part. Depending upon the process used, and the kind of organisms and enzymes present and the time and condition of aging, there are developed the characteristic flavor and physical properties, possessed by the various kinds of cheese.

There are only about 18 distinct varieties of cheese but there are more than 400 names used to describe cheeses. Typical best known names of the 18 distinct varieties previously referred to are Brick Cheese, Cacio-Cavallo, Camembert, Cheddar, Cottage, Dry Cheese, Edam, Emmenthaler, Gouda, Hand Cheese, Holstein, Limburger, Neufchatel, Parmesan, Roquefort, Sapsago, Scanno, and Trappist.

Typical examples of whole milk cheese are Cheddar, Limburger, Stilton, Gouda, Neufchatel, Roquefort, and Gorgonzola. Examples of cheeses which are made sometimes from whole milk and sometimes from partly skimmed milk are Edam cheese, Emmenthaler or Swiss Cheese, Camembert, and Brie. Typical examples of cheeses manufactured from partly skimmed milk are Parmesan and Bra. Typical examples of cheeses made from skimmed milk are Holstein, Sapsago, Gamelost, and Cottage cheese or Schmierkase.



Besides the typical American cheese, Cheddar, many of the other varieties are made in the United States. Limburger cheese is made very largely here. Roquefort, Stilton, and Emmenthaler are also made very successfully here. Among the more important cheeses imported are Emmenthaler from Switzerland, Parmesan and Gorgonzola from Italy, Roquefort, Camembert, and Brie from France, and Edam from Holland.

In the United States the name cheese unqualified means Cheddar cheese.

Cheddar cheese is made from heated and pressed curd, obtained from whole cow's milk by the action of rennet. Other names for Cheddar Cheese are "American cheese", and "American Cheddar". These cheeses are coated with cloth and paraffin. They have a white and yellow color, a close texture and a mild or sharp flavor, depending upon ripeness.

Limburger cheese is made from compressed curd, which is the result of the action of rennet on whole cow's milk. It is sold in blocks of 1 and 2 pounds, wrapped in paper and tinfoil. It has a soft texture, characteristic strong odor and flavor caused by forced fermentation.

Gouda cheese is made in Holland from whole cow's milk. It is prepared in loaves of from 7 to 45 pounds. The rind is colored yellow with saffron and often when seen in this country, each cheese is covered with an animal tissue, said to be a bladder. Gouda cheese has a close texture, it is softer than Edam and has a mild flavor.

Neufchatel is a soft French cheese made from unheated curd, of whole cow's milk. Typical packages of Neufchatel are wrapped in tinfoil and weigh from 2-1/2 to 3 ounces.

Cream cheese is an unripened cheese made by the Neufchatel process from whole cow's milk enriched with cream. It is sold in small loaves, weighing from 3 to 4 ounces, usually wrapped in tinfoil.

Roquefort cheese is a soft cheese made from curd obtained from the whole milk of sheep with or without the addition of a small proportion of the milk of goats. The curd is inoculated with a special mold and ripens with the growth of the mold, which gives it a mottled appearance in section. It is soft and crumbly. Roquefort is also made in the United States from cow's milk. Such cheese is labeled "American" or "domestic" roquefort.

Gorgonzola cheese is made in Italy from curd from whole cow's milk. The cheese ripens in a cool, moist atmosphere and develops an interior blue-green mold, which gives it a mottled appearance. Gorgonzola cheese is soft and crumbly and has a sharp flavor.

Edam Cheese is cheese produced in Holland from curd obtained from whole or partially skimmed cow's milk. The interior of Edam cheese is yellow, has a close texture and the flavor is quite sharp.

Emmenthaler or Swiss Cheese is a hard cheese of Switzerland, obtained from whole or partly skimmed cow's milk. It is ripened by special gas-producing bacteria causing large holes or eyes. This cheese is now made in all





civilized countries of the world and the United States produces large quantities of excellent Emmenthalor cheese. It is known in the United States, both as Domestic Swiss and Schweizer. It is prepared usually in large cart wheels weighing from 100 to 250 pounds, and also in blocks. This cheese has a mild sweetish flavor.

Camembert, a soft cheese, is made in France from the curd of whole or partially skimmed cow's milk. This cheese ripens with the growth of a special mold on the outside surface. It usually has a rind about 1/8 inch in thickness which is composed of molds and dried cheese. The rind should not be eaten. The typical Camembert cheese is about 4-1/2 inches in diameter. The interior of the cheese is soft, yellowish and waxy.

Brie cheese is a soft French cheese made from unheated and unpressed curd from whole milk, or milk with added cream, or from slightly skimmed cow's milk. The interior of the ripened cheese varies in consistency from waxy to semi-liquid and has a pronounced odor and sharp characteristic taste.

Parmesan cheese is a hard Italian cheese made from heated and hard pressed curd obtained from partly skimmed cow's milk. Parmesan cheese is so hard that it may be broken and grated easily. It keeps indefinitely. It has a very mild taste. The interior possesses a rich yellow color. It is used as grated cheese in soups and macaroni and is often sold in the grated form.

Pecorino cheese is an Italian sheep's milk cheese of which there are a number of varieties. The cheese has a sheep's milk flavor, and a granular texture, is more crumbly than Parmesan but still is hard.

Sapsago cheese is made in Switzerland from sour skimmed cow's milk. It is green in color and is the kind of cheese to which we refer when we say the moon is made of green cheese. It is packed in 4-ounce truncated cones and has a spicy flavor.

Caciocavallo cheese is an Italian cheese made from either whole or partly skimmed cow's milk and sometimes from buffaloes' milk. The name means literally horse cheese but it is not made from horse's milk. It is spherical in shape with a knob on one side which makes the cheese look like a squat bottle. Each unit weighs from 6 to 9 pounds. The surface is brown and slightly smoked. The interior is a light yellow and the texture is close and hard. The cheese has a mild flavor.

As a matter of interest, let me remark in passing that Latticini cheese is made from Buffaloes' milk. Krutt cheese is made from camel's milk, and Lapland cheese is made from reindeer's milk.

Process Cheese. This form of cheese is becoming very popular in the United States. The word process on a cheese label means that the cheese has been modified by emulsification with a harmless emulsifying agent after melting and thus changed into a plastic mass. Many of the varieties of cheese are so treated. The labels carry the varietal name, as well as the word "process".

All original packages of imported cheese must carry a statement on each package of the name of the country of origin. The labels on repacked imported cheese state the name of the cheese and usually the word "imported" is also





used. Practically all American made European varieties of cheese are labeled with qualifying terms such as "American", "Domestic", or the name of the State in which produced is given on the label. This is not considered necessary in certain cases. For example, Cheddar cheese was first made in Cheddar, England, but now the name has become a term of our own. Again, for example, the manufacture of Limburger cheese in the United States has grown to such large proportions, and we make it so well, that very little, if any, is now imported -- hence the name alone has come to mean a kind or variety of cheese and is without geographic significance.

Now, label readers, note carefully -- that cheeses customarily made from skimmed milk or partly skimmed milk alone are not required to be marked especially as to the character of the milk employed. The name gives you that information. On the other hand, cheeses customarily made from whole milk are required to be plainly labeled with a statement that they are made from partly skimmed or skimmed milk, whenever this is the fact.

My friends, I am promising to make you intelligent label readers and, therefore, intelligent buyers. To become intelligent label readers, you must write for all of my read-the-label information. My mimeographed sheets on cheese contain fuller descriptions of the cheeses I have named today, and, moreover, cover many, many additional kinds. Address your letters to W. R. M. Wharton, United States Department of Agriculture, 201 Varick Street, New York City, and all read-the-label information broadcast up to date will be sent you without charge.

Next week at this hour I will tell you what is, what always has been the most common, the most prevalent, and the cheapest adulterant of foods, and I will tell you a story in this connection. Likewise, I shall tell you more about reading labels.

